

MANSFIELD DOWNTOWN PARTNERSHIP
ADVERTISING AND PROMOTION COMMITTEE
Meeting
Celebrate Mansfield Festival Subcommittee
Monday, May 2, 2016
5:00 PM

DRAFT Minutes

Present: Chair Betsy Paterson, Millie Brosseau, Rick Brosseau, and Kim Bova

Staff: Cynthia van Zelm and Kathleen Paterson

Guest: Alicia Benson

1. Call to order

Chair Betsy Paterson called the meeting to order at 5:05 PM.

2. Public comment

There was no public comment.

3. Approve Minutes from April 18, 2016

Rick Brosseau moved to approve the minutes. Millie Brosseau seconded the motion. The minutes were approved unanimously.

4. Finalize music line-up

By consensus, the group agreed to pursue the band suggested by Kathleen Paterson.

Alicia Benson suggested looking into local bands for 2017.

5. Discuss Parade

The committee discussed options for the Grand Marshal. **Ms. Paterson asked the group to bring ideas to the next meeting or to email Ms. K. Paterson with suggestions for discussion at the next meeting.**

Mr. and Ms. Brosseau suggested keeping the Parade route the same as in 2015. The committee agreed by consensus.

Mr. Brosseau suggested finding alternative solutions to organizing the line-up. He noted that lining up in the circular drive-way at Farrell Fields can be difficult.

The group decided to continue to look into alternatives for how best to line-up the participants.

Ms. K. Paterson will review the notes from 2015 to determine who should invite specific groups to participate.

Ms. Paterson will contact the Dean of the School of Fine Arts to inquire about the UConn Marching Band.

The committee discussed the desire to have more bands in the Parade.

Ms. Brosseau will send an invitation to the Mansfield music and arts teachers to encourage them to participate with their students [Done].

Kim Bova noted that the timing of the Parade could be difficult for the school groups because they will have new students just beginning band.

Mr. Brosseau suggested that just a selection of the more experienced students could participate rather than the whole band.

Ms. K. Paterson will ask John Bell about brass bands.

6. Discuss activities

Ms. K. Paterson explained that UConn has been selected as the Connecticut location for the national First Folio tour, which will bring a copy of the first collected works of Shakespeare to every state. As part of the promotion of the tour, the UConn committee will participate in the Festival in the following ways: 1) the theme of this year's Community Puppet-Building Workshop will be Shakespeare; 2) School of Fine Arts students will participate in the Parade with the puppets and perhaps other ways; and 3) the First Folio group will program a third stage area near 9 Dog Lane with short monologue performances, stage fight demos, and dancing.

Ms. Bova will follow-up with the E. O. Smith art teachers to gauge their interest in a student show or other ideas.

Ms. K. Paterson will contact Pete Haddad and John Walker to see if they would like to participate again. She will follow-up with the climbing wall rental company.

7. New activities, attractions, and other suggestions

Ms. van Zelm reported that the sponsorship letters had been mailed and noted she has extras if committee members think of additional people to invite to sponsor. **She will bring the sponsorship brochure with her to the next Partnership Board meeting.**

8. Adjourn

Ms. Brosseau moved to adjourn. Ms. Bova seconded the motion. The meeting adjourned at 6:05 PM.

Minutes by Kathleen M. Paterson